

See our lines of trimmed Hats at \$1.50, \$1.98, \$2.50, \$3.50 and upwards, a grand collection at surprisingly low prices.

...Grand... Millinery Opening,

Wednesday and Thursday,

September 5 and 6.

When we will exhibit our entire line of Pattern Hats, comprising the grandest collection of Parisian fads ever shown in Houston.

Come prepared to be surprised, as our prices will do it. We have made up our minds to sell one hundred hats on opening day, and have marked them so low that we have no fear of disappointment from this source.

No brass band, no souvenirs, no string band, no palms, no invitations mailed—all these expenses have been spared for this opening. It will prove a grand revolution in prices of high class Millinery. Our aim is to show and our low prices will do the selling on opening days.



The Dewey.

Big drive in Ladies' Silk Waists, warranted all silk, navy blue and white stripes, red collar and cuffs, value \$3.75, choice,

\$1.98.

Lovely line of Ladies' Fine Silk Waists, manufacturer's samples, all tailor made, none better at \$4.50, choice,

\$2.47.

Ladies' Tailor-Made Skirts.

They are all lined and interlined, full sweep, fan plait back.

Ladies' black brocade Silk Skirts, \$4.50 value, sale price, as a flyer.....

3.25

Ladies' black all silk brocade India Skirts.....

3.75

Ladies' black taffeta brocade Skirts.....

3.98

Full sweep, fan plait back, good values at \$4.75, sale price.....

Fine black silk brocade gros grain Skirts.....

4.98

Ladies' good quality black satin Skirts.....

6.48

Ladies' fine black brilliantine Skirts made with Spanish flounce, would be cheap at \$5.00, choice.....

Ladies' black extra quality brocade satin Skirts.....

7.50

Ladies' black extra quality brocade gros grain Skirts.....

7.98

Ladies' black all wool extra quality storm serge Skirts, made with Spanish flounce trimmed with two rows narrow one row wide hercules braid.....

8.50

None of these can be duplicated elsewhere under \$6.50 to \$7.50, choice for.....

Ladies' black all silk Peau de Soie Skirts.....

15.00

Ladies' black all silk Bayadere and brocade gros grain Skirts.....

25.00

Cheap at \$8.50, we offer choice for.....

Ladies' extra fine satin striped and brocade gros grain Skirts.....

7.50

Ladies' extra fine black brilliantine Skirts, Spanish flounce trimmed with five rows satin folds, very swell.....

7.98

The kind you pay \$10 for, sale price.....

Ladies' extra fine wool and silk, black and military blue, plaid poplin Skirts, very latest, made with Spanish flounce, a beauty, value \$12, sale price.....

8.50

Ladies' extra fine black brilliantine Skirts, made with Spanish flounce elaborately trimmed with three rows satin folds on each side and also above flounce, all tailor made.....

15.00

Ladies' extra fine black brocade gros grain silk Skirts, lovely designs, entirely new, none worth less than \$12.50, choice.....

25.00

We are showing a magnificent line of ladies' extra fine plain taffeta Skirts, made with Spanish flounce, silk ruffles, satin folds, and also narrow velvet trimmings, at prices ranging from \$10.00 to.....

Ladies who have seen our line of ready-made, changeable taffeta silk Underskirts pronounce them by far the swellest and most complete ever shown in Houston—our prices range from \$6.48 to.....

15.00

Come and see them.

25.00

Corsets.

A Big Drive.

300 pairs W. B. 5-hook \$1.00 Corsets, this week,

59c.

300 pairs W. B. special 75c Corsets, this week,

50c.

One case W. B. 6-hook Corsets, a bargain at \$1.00, this week,

75c.

Toilet Soap.

Colonial Toilet Soap, very fine, 2 cakes in a box, a leader for retailers to offer at 25c a box, our price.....

15c

500 boxes Cuticle Medicinal Soap, 3 cakes in a box, retailers' price 25c a cake, we offer this week a box.....

25c



LONG WAIST.

UNCLE SAM wants more territory. He seeks distant fields for operation. We are not attempting to dictate to our superiors; they know best their interests, we study ours. Fifteen years of prosperous business has enabled us to hang our shingles in most the prominent cities and towns in Texas and today we own and operate all these stores under one management. Our policy remains as was fifteen years ago: One price, small margins, strictly cash. Each year we increase our sales by decreasing our margins, and it's in the volume of business we derive our final benefits. We are satisfied while others are discontented, and onward we march without the slightest interruption. Our customers believe in us because we treat them right—they are satisfied to spend their cash with us because we give them more goods for the same money, better goods for less money than any other firm in Texas.

28-inch Fine Silk Overlaid Wool Plaids.....
42-inch Fine Black Mohair Brocade.....
40-inch Fancy Silk and Wool Jacquard Mixtures.....
35-inch Extra Quality Black Brocade Mohair.....
28-inch Black Brocade Mohair.....
42-inch Plain Black Mohair Brilliantine.....
40-inch Fine Quality Mercedized Fancies.....

Values 65c.

Choice per yard.

35c and 38c

42-inch Fancy Jacquard Novelities.....
42-inch Black Brocade Mohair.....
38-inch Extra Quality Black Brocade Mohair.....
28-inch Extra Quality Black Brocade Mohair.....
38-inch Extra Quality Black Brocade Mohair.....
42-inch Two Toned Twill Serge.....
42-inch Brocade Pompadour Suiting.....

Values 45c.

These are marked choice a yard.

25c.

42-inch all wool silk overlaid Plaid Dress Goods, value 85c, a yard.....
40-inch all wool fancy Hop Sacking.....
42-inch all wool fancy Cheviot Mixture.....
42-inch all wool Diagonal Storm Serge, value \$2.00, sale price.....
42-inch black Mohair Crepons, value \$1.00, our price a yard.....

Values 12c, Choice 7c.

32-inch fancy Boucle Plaid Dress Goods.....
28-inch bright Plaid Dress Goods.....
28-inch wool Brocade Mixture.....
28-inch wool Jacquard Novelities.....

Values 35c.

Choice a yard.

19c.

40-inch black Brocade Lustre.....
40-inch fancy Serge Lustre.....
40-inch plain black Brocade.....
40-inch black Brocade Mohair.....
40-inch fancy changeable Brocade Jacquard.....
40-inch black ground white stripe Serge.....
40-inch black Brocade Brilliantine.....
40-inch black and navy Coburg Suiting.....

Values 15c, Choice 9c.

40-inch black Brocade Brilliantine.....
40-inch fancy Brocade Brilliantine.....
40-inch fancy Plaid Novelities.....

Values 15c, Choice 9c.

In connection with the above we offer a choice line of Foreign Dress Goods, comprising all the new shades the season dictates—Satin Berbers, Granite Cloth, Irish Poplin, Plain Coverts and Canvas Weaves, Venetian Suiting, Velour Bayadere with chenille and velvet stripes, extra fine Black Silk Crepons, in fact everything that is new and up-to-date will be on exhibition Monday, prices from 69c to \$5 a yard—incomparable selections.

Silk Department.

Choice Merchandise in Early Season.
... AT 65c ON THE DOLLAR. ...
Every Item as Represented. No Exaggeration in Values.

20 pieces Fancy Striped Satins, values 25c, sale price—

15c

Evening Silks. Newest Shades.

60 pieces Fancy Bayadere Evening Silks.
28 pieces Brocade Satin Evening Silks.
46 pieces Fine Satin Evening Shades.
None worth less than 50c a yard, choice—

39c

Black Silks.

20-inch Black Brocade Taffeta, a bargain at 50c, sale price.....

39c

20-inch Black Brocade Gros Grain, 20-inch Black Polka Dot Gros Grain, 20-inch Black Bayadere Gros Grain, None worth less than 65c, choice a yard.....

44c

24-inch Black Brocade Gros Grain, 24-inch Black Bayadere Gros Grain, 20-inch Black Brocade Satin, 20-inch Black Brocade Taffeta, Would be cheap at 75c, choice a yard.....

59c

Lovely line 24-inch Black Brocade Gros Grain, Value 90c, we offer at.....

65c

Value \$1.00, we offer at.....

75c

CARPET DEPARTMENT.

Either we bought too heavy or haven't sold enough—in fact at the time our buyer was advised to attend these auction sales we thought our floor space would be sufficient to accommodate the stock. We find, however, the large ballroom of the Light Guard will not hold our present stock, and have been compelled to use other rooms on same floor for reserve carpet stock. These rooms we now need for other lines and must have them even though at a sacrifice of our profits, therefore don't wait until tomorrow, prices here quoted will only hold good until we have sold enough carpets to enable us to move the reserve stock in main room. Therefore we quote a few of our eye openers:

Yard-wide Union Carpets (warranted as advertised), per yard.....
Yard-wide all wool filled Ingrain Carpets (warranted as advertised), per yard.....
Brussels Carpets, 50c quality, per yard.....
Brussels Carpets, 65c quality, per yard.....

Brussels Carpets, 75c quality, per yard.....
Moquette Carpets, \$1.00 quality, per yard.....
Saxony Axminster Carpets, \$1.25 quality, per yard.....
A large assortment of Rugs, Linoleum, Matting, Lace Curtains, Portieres, Drapery Cloths, etc., at cut prices this week.

Works of art and skillful tailors. This department will be the pride of our establishment this season. We are showing an elegant line of Taffeta Silk Underskirts, a magnificent line of Ladies' Silk Waists, a lovely line of Ladies' Top Skirts, all of which are now going rapidly. Our new lines of Ladies' Tailor-Made Suits, Capes and Jackets, now in transit, will by far eclipse anything ever shown in Houston—styles correct, prices right.

Ready-Made Goods.

Special Drive in Ladies' Standing Linen Collars, assorted styles, none worth less than 10c and 10c, choice.....
Ladies' Turned Over and Striped Linen Collars, values 10c to 20c a pair, choice.....

Men's fine Coin Toe Vici Kid Lace Shoes, in chocolate or black, sizes 6 to 10, at.....
Men's solid Veal Calf Shoes, Lace and Congress, sizes 6 to 11, a bargain at \$1.25, our price.....
Men's Satin Calf Shoes, plain Globe Toe, Lace and Congress, sizes 6 to 11, a bargain at \$1.25, our price.....
Men's best quality Suede Calf Shoes, Lace and Congress, Globe and French Toe, \$1.95 values, sizes 6 to 11, choice.....
Men's genuine Calf Skin Shoes, in plain or Calf Toe, Lace or Congress, sizes 6 to 11, value \$2.00, choice.....
Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Men's fine Box Calf or Vici Kid Shoes, Calf or plain toe, Lace or Congress, sizes 6 to 10, a leader at \$1.50, choice.....
Men's best quality plain or Box Calf Vici Kid or Kangaroo shoes, Calf or plain Toe, Lace or Congress, sizes 6 to 10, value \$4.00, choice.....

Clothing Department.

Owing to our increased space in this department our room is fully twice as large as it was before. We made the alterations and today we lay claim to show as complete a line of Gents', Boys', Youths' and Juveniles' Clothing as can be found in any first-class clothing establishment in the South, and at prices fully 33 per cent lower, for reason that when we buy clothing we never buy small quantities. We see a manufacturer with a large line of goods we are always prepared to make offers on his entire stock and when such offers are accepted, which is often the case, we are proud to say our argument of saving the purchaser 33 per cent on Clothing stands beyond question.

Lot 310—Gents' All Wool brown mixture Cassimere Sack Suits, made to retail at \$8.50, our price.....

5.00

Lot 8590—Gents' All Wool small brown check Scotch Cassimere Sack Suits, fine Italian lined, satin piped, can not be duplicated at less than \$10, choice.....

6.50

8280 & C.—Gents' extra fine All Wool Rough Twill Cheviot Sack Suits; these come in black, navy and dark brown; satin piped, Italian lined, none better at \$10, choice.....

7.50

Lot 7616—Gents' extra fine All Wool fancy brown mix smooth Cheviot Sack Suits, satin piped, best Italian lining, made to retail at \$12.50, our price.....

8.47

Lot 8038—Gents' extra fine All Wool fancy Worsted, dark invisible plaid, Sack Suits, very swell, best make, cheap at \$12.50, our price.....

8.47

Lot 8387 & C.—Gents' best quality All Wool imported Claret Sack Suits, in grays and browns, best tailor work, elsewhere at \$15, sale price.....

9.87

Our Nobby Satin Lined Gents' Tailor Made Suits.

Lot 8377—Gents' brown, fancy green mixed, Cheviot Sack Suits, very nobby, Lot 8213—Gents' dark brown, red mixed, check, nobby Cheviot Sack Suits, Lot 8202—Gents' nobby brown mixture plaid Cheviot Sack Suits, Lot 7868—Gents' Nobby fancy Cheviot Sack Suits,

11.45

The above lines are all best quality imported fabrics, each and every suit tailor made, fancy spinners' satin lined; the maker would take a fit to see the retail price we place on them, but we bought all he had and notwithstanding the fact that his wholesale price on them was \$15, we offer choice for.....

Juvenile Clothing.

(3-piece. Ages 3 to 8 years.)

Lot 6617—Nobby 3-piece Suits, coat has three small white pearl buttons on each side, golden brown Broadcloth sailor collar, trimmed in four rows black Soutache braid, sleeves have four rows black Soutache braid, vest trimmed in front with Broadcloth and braid to match coat collar, pants have steel buckle and Soutache braid inserted, made to retail at \$3, our price.....

1.98

Lot 6592—Navy Blue Serge Suits, coat has red Broadcloth sailor collar, trimmed with four rows white Soutache braid, four small white pearl buttons on each side of coat front, sleeves and vest trimmed to match collar, pants have steel buckle with Hercules braid inserted, a bargain at \$4, sale price.....

2.98

Lot 7001—Brown, small check, all wool Cassimere Suits, coat has sailor collar trimmed with one row half-inch brown Soutache, four rows narrow braid to match, sleeves and vest trimmed likewise and has two pockets, three large fancy brown buttons each side coat front, pants have steel buckle and Soutache braid inserted, a bargain at \$5, our price.....

2.98

Lot 6772—Dark, all wool, cadet blue, mixed Cheviot Suits, coat has sailor collar edged with 2-inch cadet Broadcloth, trimmed in narrow black and black-and-white narrow Soutache braid, three large white pearl buttons each side of coat front, sleeves trimmed in narrow Soutache braid to match collar, vest trimmed to match collar and has two pockets, pants with buckle and braid at bottom, a bargain at \$5, our price.....

3.98

Lot 6695—All wool navy blue mixed fancy worsted Suits, coat sailor collar, trimmed 1-inch silk soutache, 3 rows narrow braid, 3 large white pearl buttons each side of front, sleeves trimmed to match collar, vest made double breasted style trimmed above with 5 rows narrow silk soutache, 4 small white ball pearl buttons on each side, has new notched high cut collar and 2 pockets, pants have at bottom steel buckle, silk ribbon inserted and 3 small white ball pearl buttons, value \$7.50, our price.....

4.98

Lot 6907—Dark gray, basket weave, all wool fancy worsted Suits, trimmed like 6695 except white pearl buttons on vest of this suit being size of a dime, value \$7.50, our price.....

4.98

Boys' Double-Breasted Knee Suits, Ages 8 to 16 Years.

Lot 3167—Boys' all wool plaid brown cassimere Suits, best workmanship, pants have 1 hip pocket.....

2.50

Lot 3175—Boys' dark brown all wool twill cheviot serge Suits, values \$3.50, our price, choice.....

2.98